

Media Intervention in Agriculture – Analysis of *Marali Baa Mannige*, An Agricultural Serialized Radio Program

N.USHA RANI
GAYATHRI R
M.K. VENUGOPALA GOWDA
KIRAN BABU

Abstract

Agriculture has been the backbone of Indian economy. Though email: India ranks second worldwide in the farm output, the economic contribution of agriculture is steadily declining with the country's broad based economic growth. High rates of rural migration and shrinking of agricultural land are few of the reasons for the decline in agriculture sector. In this scenario, it is imperative to mobilise youth participation by changing their perception about agriculture. Recently, radio intervention in sensitizing youth was launched by AIR, the state broadcaster. The result was a campaign called "Marali Baa Mannige", meaning back to soil, an agriculture based serialised radio program that was launched by NABARD (National Bank of Agriculture and Rural Development) and Farm and Home Unit of All India Radio, Mysore on their FM channel, FM 100.6. Governed by Prarasa Bharathi, India's Public Service Broadcaster, AIR became platform for launching a campaign to reach and influence the youth listeners. The program aimed to reach and sustain the attention of youth by sensitizing them to save agriculture and motivate them to accept it as a viable profession. The program followed a narrative style consisting of interview with two protagonists, one a proactive farmer and the other a bank official to reinforce the message of agricultural and financial literacy respectively. The current study aims to evaluate the impact of the program by conducting a survey using a structured questionnaire. A sample of 50 listeners was selected for the study. The findings show that the broadcasts have succeeded in connecting with the listeners as it devised a multipronged approach in reaching the youth.

Keywords: *Radio Serial, Marali Ba Mannige, Young farmer, Agriculture literacy, Financial Literacy.*

Authors: **Dr. Usha rani N.** Professor, Department of Studies in Communication & Journalism, Manasagangotri, University of Mysore, Mysore- 570 006. Indiaush.raniemail:mc@yahoo.co.in **Gayathri R.,** Research Scholar, UGC UPE Focus Area-II, Vijnyan Bhavan, University of Mysore, Mysore-570006. email: gayathrionline@yahoo.com **M.K. Venugopala gowda,** Research Scholar, UGC UPE FA-II, University of Mysore, Mysore-570006, makruvenu @gmail.com **Kiran Babu,** Research Scholar, UGC UPE Focus Area-II, Vijnyan Bhavan, University of Mysore, Mysore-570006kiranbabup1@gmail.email:.com.

INTRODUCTION

Radio has been recognized as the potential tool of development in the early and mid 20th century across the world portraying it as a dominant medium having potential to address the development needs of the population. Tens and thousands of experiments have been done with radio exploring its ability to reach the marginalized sections of the society. Farm radio had early beginnings in USA and other developed countries that adapted radio to promote farming among farm and rural populations. The successful experiments with radio as a medium of development were replicated in Africa, Latin America and Asia with great success. India embraced radio with a development mandate and started Rural broadcasting as early as 1936 from the radio station of Delhi and later expanded it to Madras (1938) and Lucknow(1939) stations of All India Radio. The success of radio intervention in development elsewhere in the world emboldened India to use radio in a radical format by integrated agricultural science with radio programs to create more awareness and knowledge among farmers. India's green revolution in 1960s which resolved the shortage of food grain production is attributed to the policies and strategies formulated by then Union Minister for Agriculture, C.Subramaniam and eminent agricultural scientist Dr. M.S.Swaminathan. In 1965, C.Subramaniam played a pivotal role in the expansion of AIR's rural broadcasting by recasting it as Farm and Home programs- an agricultural centric program through seven stations of All India Radio. As on January 2015, the public broadcaster, All India Radio broadcasts of farm programs to the farming community in regional languages reached a huge network of more than 414 radio stations including 196 relay stations. AIR launched *Kisanvani* in collaboration with the ministry of agriculture exclusively to provide mass media support to agriculture extension broadcasts on February 15, 2004. The channel provides market information, weather reports, cropping pattern, rural banking, self employment schemes and other allied messages that are useful to the farmers. Starting with 12 stations, today *Kisanvani* program is broadcast by 96 stations creating high degree of access to farm information.

“*Marali Baa Mannige*” is an agriculture based serialised radio program launched by NABARD (National Bank of Agriculture and Rural Development) and Farm and Home Unit of All India Radio, Mysore (FM100.6), governed by *Prasar Bharathi*, India's Public Service Broadcaster. The program created a movement to attract youth to agriculture, the lifeline of the rural economy aiming to reach

and sustain the attention of youth by sensitizing them to not only save agriculture but also to motivate them to accept it as a viable profession on par with others. Reaching youth at this period in history is justified as India's demographic profile consists of two-thirds of population who are below 26 years as against China's average age of the population of 37 and 45 in US and West Europe establishing the edge India has over two economic giants in the world. It is estimated that India has a potential workforce in the age group of 15-59 years amounting to 869 million.

Over the years the percentage of cultivators in India has seen considerable decline. Today it is estimated that India has 118.9 million farmers accounting for 24.6% (2011 census) of the total population which is half of what it was in 1951 (50%) and further less at 127.3 million in 2001, denoting the drastic decline in the percentage of cultivators in India. The presence of farmers present a pathetic picture in the state of Karnataka where it has declined to 17.25% (2001) from 21.12% (1991). Even food production has seen a downside with India producing 257.07 million tons in 2014 which is 3% less than what it produced (265.57 million tons) in 2013. The annual report of the Ministry of Agriculture has indicated in no uncertain terms that the shift from farm to non-farm employment over the years has lead to increase in the farm wages. It is also reported that 'there has been a continuous decline in the share of agriculture and allied sectors in the GDP from 14.6 percent in 2009-10 to 13.9 percent in 2013-14' (Annual Report 2013-14). Nevertheless, India and China are being regarded as economic gaints leading world economy in the coming decades. According to BBC, 'the world expects China to be the top economic superpower by 2026.....India will be the third biggest economy, while the USA is expected to hold the second place' (Poll, BBC World, 2006).

State and Central governments have formulated large number of schemes to promote agriculture and allied sectors. Financial institutions are supporting the agricultural ventures in a big way with hundreds of schemes for the welfare of agricultural economy. Owing to lack of information, the financial literacy of the stakeholders is low prompting banks to launch campaigns of financial advocacy. Media intervention is hoped to bridge the void between banks and stakeholders.

Keeping this in mind and also knowing the fact that agriculture will have the potential to generate employment the radio program under study, *Marali Ba Mannige* aimed at capturing the mindset of the youth and transforming the attitude of the older generation towards agriculture. The broad objectives of the program are to increase the level of information and knowledge

about agriculture literacy, to create awareness about the financial literacy and to sensitize youth about financial inclusion. The program is an attempt to portray agriculture as a sustainable job opportunity for the youth on par with other professions like engineering, medicine and law. The multidimensional objectives prompted NABARD rural bank along with *Akashavani* Mysore to broadcast “*Marali Ba Mannige*” (Back to soil) radio program targeting youth to restore faith in agriculture.

REVIEW OF LITERATURE

Agricultural literacy is a current issue globally. According to international reports agriculture continues to be in crisis due to short sighted government policies and migration of rural population to urban areas. The studies point out that ‘women and especially the youth who constitute the majority of this group of farmers do most of the farming, but often with limited support. High rates of rural-urban migration, high levels of youth unemployment, ageing farming populations and increasing dependence on imported food are concerns for agricultural development especially in the developing countries’ (FAO et al., 2009).

Serious concerns have been expressed by the studies on the decline in the percentage of participation of rural youth in agriculture related activities. Studies show that ‘there is insufficient youth participation in the agricultural sector (Mangal, 2009) despite this class of people being most productive and capable of playing constructive role in shaping the society. Agriculture being one of the pillars of the economy, can only function if this insufficient youth participation is reversed. Improving youth productivity in the agricultural sector and exploring effective livelihood diversification is imperative’. A study conducted in Ghana on limited youth participation in agriculture has opined that youth control of resources or products is limited though farming is profitable. More and more youth are moving away from agriculture says the study. It recommends that an enabling environment be created by providing capital and land for the youth to take to farming in a big way to control the resources in this profit making sector (2013). In order to give visibility to the voice of young farmers, UK television broadcast stories of young selected farmers in 2013 entitled ‘First Time Farmers’ to change the perception of people about farming. The television program endeavoured to change the stereotypical portrayal of farmers and reinforce the role of farmers in building agriculture industry (www.farmingfirst.org).

A Study by Shama (2007) covering 14 locations in 13 states across India takes a look at one of the leading indicators and important demographic trends in Indian agriculture, the withdrawal of rural youth from farming. According to the findings, ‘there is a good amount of evidence showing the rising trend in withdrawal among youth from farming. If we speak of regions, the trend is stronger in regions with low

value of agricultural production per capita and in villages close to towns. At the individual or household level, the trend is stronger among higher caste, better educated and youth with non-farm skills. Interestingly, the small, marginal landholding and the large landholding farmers show a trend towards withdrawal. While the small and marginal farmers are largely being pushed out of farming, the big farmers are moving to tap better opportunities outside the farm sector being better off in terms of education and other resources such as capital' (Ibid). The author concludes that 'if the young people withdraw faster, which is actually the case, the farmer population will age and one is left with either old men and women dominating the agricultural labour force. How will this impact farming? One may get some leads from the highly feminized states like Uttaranchal, where high male migration has caused a large number of women to take to farming. If Indian farming were to change considerably, it would certainly need extension agencies, technology providers, and input agencies to take cognizance and make farming more convenient and women friendly. Further, as the withdrawal process intensifies, mechanization would follow in a large way as it did in economies like Japan, South Korea and Taiwan (which were mechanized in a short period of 15–20 years). This would further change the nature of Indian farming radically. How long this will take to happen is still unknown. Given the disparity in levels of agricultural development across states, probably states like Punjab and Tamil Nadu which have already started experiencing second generation problems in agriculture, will face these changes in next 10 years or so. The process perhaps will also be intensified in regions with a high pace of urbanization, greater infrastructure development in terms of better roads, cheaper transport and superior connectivity and the ones with greater opportunities in the non-farm sector such as Gujarat and Tamil Nadu' (Ibid).

The diffusion of agriculture information to the stakeholders has been the mandate given to all mass media since their inception. Radio and television across the world have been adopted to disseminate information to the farmers after studying their viability to spread agriculture literacy. 'With the mainstream of Indian population engaged actively in agriculture, television could serve as a suitable medium of dissemination of farm information and latest technical knowhow. The farmers can easily understand the operations, technology and instruction through television' (Purushotama, 2003).

A study was conducted by Lahiri and Mukhopadhyay (2012) on programs of Farm information broadcast by All India Radio, Kolkatta

-45.6 FM during April 2010 and March 2011. The farmer's programs were divided into different categories like Technology Transfer, Rural Development, Health and Sanitation, Rural youth, Farm Women and Success Story. The study reveals that farmers prefer information pertaining to

Technology Transfer, Agricultural Marketing and Weather Forecast illustrating the change in their attitude and willingness to embrace new technical knowhow.

Another study conducted by Thomas (2010) on the audience perception of farm programs in electronic media has made these observations: 'The viewing habits of farmers changed and they prefer success stories, and they even think that such stories are good source of inspiration. Farmers expect direct interaction with experts of the new farming method illustrating the need to increase interactive programs that disseminate useful information about agricultural practices. Literate or educated among farmers prefer the reports in print media as they can refer the articles unlike radio and television's one time broadcasts. Farmers doubt the credibility of farm programs by private TV channels and verify the authenticity of such programs to know whether they are sponsored by agrochemical or agro-fertiliser manufacturers to promote commercial interests'. (Ibid).

A study to analyze the credibility of radio program in the dissemination of Agriculture information by AIR Dharwad (Kakade, 2013) has revealed that agriculture extension workers top the credibility scale followed by farm radio programs denoting the instrumental role played by the extension workers in the villages. According to the study, farmers also prefer to have radio broadcast information in print as it lasts long and helps as reference material. Literacy has changed the mindset of farmers and their perception towards newspapers and radio as tools of agricultural information.

A study by Meena (2010) on 'Communication sources' credibility and utilisation pattern among farmers' revealed that 'ARS (Agriculture Research Scientists) / KVK (*Krishi Vignana Kendra*) scientists, VLWs

Krishi mela(Village level,WorkerProgressive)/*Grfarmers,vak*

/ exhibition, radio and television are the sources often used by the farmers'. (Ibid).

Initiatives to harness New media in the dissemination of agricultural information has shown path breaking findings. '*Mkulima Young* is an initiative in Kenya connecting young farmers with a mandate to identify youth engaged in outstanding agricultural entrepreneurial activities and disseminate the success stories through radio and social media (mainly Facebook and Twitter). A SMS based feedback system is run with radio programs to collect reactions and responses from target listeners. The use of social media is not only excellent for the dissemination of success stories but it also provides an online space for the youth to interact and exchange contents such as photos and

videos, discuss problems, ask questions and link up with other young professionals that have turned to agriculture as an enterprise' (blog.ict4ag.org/2013). Study after study has illustrated the impact of farm radio on agricultural production. Many studies have shown that 'a major contributor to increased (food) production is the availability of appropriate production information through radio at the right time thus endorsing the earlier studies by Chapman, Blench, Kranjac-Berisavljevic, and Zakariah' (Odiaka, 2011). One finds a universal listening pattern among farmers of Asia and Africa when one comes across majority of the studies endorsing the high listenership by the farmers. In one such study in Nigeria, it is gratifying to note that radio is widely accepted by the farming community as their medium of choice enjoying significant listenership. The study revealed 'that agricultural broadcasts enjoyed wide listenership and comparatively males had high listenership index than females. Further their educational attainment was significantly related to their listenership of farm broadcasts' (Emmanuel & Olabode, 2012). Radio as a powerful mass media has endorsed the premise that it has the potential to support extension programs. In a study on models, techniques and methods of extension, the findings reveal that 'radio messages when used with extension programs increase the level of influence on the listeners. An already effective demonstration program is made more effective

by associated radio messages (Moussa et.al, 2011).

Format of the Radio Program:

The radio program was conceived, written, directed and produced by N.Keshavamurthy, Program Executive – Farm and Home Division in the AIR station, Mysore. The production was assisted by R.Lokeshwari. The theme song was written by Dr. Anand V. Patil, Deputy Director, AIR Mysore. The music was composed by M.Raghavendra and sung by G.Pushapalatha. Basically the program is focused on agriculture and is in a narrative style consisting of interview with two protagonists, one a farmer and the other a bank official to reinforce the message of agricultural and financial literacy respectively. It is woven around a success story of a young farmer who returns to village from city and becomes prosperous through agriculture. The bank official who is wellversed in information related to financial schemes available to farmers educates people and empowers them through financial literacy and financial inclusion. This special program was made part of the *Krishi Ranga – Kisan Vani* program and was broadcast through all the stations of All India Radio in Karnataka on Sundays between 7.00 to 7.30 p.m. for 26 weeks from January 12th 2014 to October 5th 2014. The

30 minute program was broadcast simultaneously in all the 13 *Akashavani Kendras* of Bangalore, Mysore, Dharwad, Gulbarga, Bijapur, Chitradurga, Hospet, Bellary, Karwar, Medikeri, Hassan, Bhadravathi and Mangalore. The program had a talk by a bank official and an interview with a young successful farmer who is projected as a role model for farmers. The telephone number of the resource person was also provided at the end of the program to enable those interested to contact them directly for more information and clarification. The radio program aimed to cater to different target groups like young people residing in villages of Karnataka and students studying in colleges in the districts of Chamarajanagar, Mandya and Mysore.

The main issues discussed in the program are;

- ☐ Highlighting the success story and the financial prosperity of successful farmers who pursued farming;
- ☐ Instilling a sense of hope in pursuing farming as a major livelihood activity by the youth in making them employable;
- ☐ Information on availability of agricultural technologies to make farming an attractive and viable profession to the youth;
- ☐ Information on the role of agricultural institutions, self-help groups, farmer clubs, joint liability groups, watershed initiatives, tribal development program etc., in developing rural economic activities;
- ☐ Information on various schemes provided by the Government to help farmers;
- ☐ Information on financial assistance given by the banks to promote agriculture and allied activities;

The radio program endeavoured to reach students directly by arranging a visit to the colleges and holding interactive sessions by the production team. Twelve such interactive programs with

students were conducted in selected government colleges in the rural parts of Mysore, Chamarajanagara and Mandya districts. These regions were chosen as most of the students predominantly came from agricultural background. The program was made more innovative and interesting by conducting essay writing and quiz competitions for the students. Focused on questions of agriculture and government schemes on financial literacy and banking the programs were recorded live in the colleges by AIR and broadcast later. In this program the students were also given an opportunity to interact with the farmers and bankers to understand the significance of agriculture in national economy and the inevitability of becoming financially literate to utilize the benefits of various government schemes and the need of the farmers to open individual bank accounts in nationalized banks to avoid exploitation by the vested interest in taking banking loans.

OBJECTIVES OF THE STUDY

- ☐ To analyze the overall impact of the special interest program on listeners ;
- ☐ To study the influence of the *Marali Ba Mannige* campaign on decision making;
- ☐ To evaluate the level of interactivity in *Marali Ba Mannige* program;

DEFINITION OF TERMINOLOGIES

Agricultural Literacy: Agricultural literacy refers to a person who is knowledgeable about the process of growing food and its related issues. One of the definitions given by the National Research Council of USA has been improvised by some of the researchers. The new definition states that, ‘Agricultural literacy is about possessing knowledge and understanding of our food and fiber system. An individual possessing such knowledge would be able to synthesize, analyze, and communicate basic information about agriculture. Basic agricultural information includes: the production of plant and animal products, the economic impact of agriculture, its societal significance, agriculture’s important relationship with natural resources and the environment, the marketing of agricultural products, the processing of agricultural products, public agricultural policies, the global significance of agriculture, and the distribution of agricultural products’. (Frick, Martin, Kahler and Miller, 1991).

Financial Literacy: India has formulated national strategy for spreading financial literacy through a national project in the first decade of 21st century. OECD defines Financial Literacy as ‘a

Media Intervention in Agriculture – Analysis
of *Marali Baa Mannige*, An Agricultural Serialized Radio Program

combination of financial awareness, knowledge, skills, attitude and behaviour necessary to make sound financial decisions and ultimately achieve individual financial well being. People achieve financial literacy through a process of financial education'.(www.oecd.org., retrived on 04/12/2014). OECD defines Financial education as “the process by which financial consumers/investors improve their understanding of financial products, concepts and risks and, through information, instruction and/or objective advice, develop the skills and confidence to become more aware of financial risks and opportunities, to make informed choices, to know where to go for help, and to take other effective actions to improve their financial well-being” (Ibid).

Financial Inclusion: The financial exclusion in the rural areas has mainly been due to lack of information to the last mile and cumbersome banking process. India is focussed on inclusive growth and has devised policies to promote inclusion in bank and financial institutions in agriculture as the estimated level of financial exclusion among farmers is very high. India’s new agenda of development is financial inclusion with emphasis on banks making inroads into rural areas as 44 percent of the population in India still lack access to a savings bank account. Rural India has challenges for banks to open ATMs and branches in rural areas due to lack of basic infrastructure like roads, transport and other facilities. Financial illiteracy, low income, non repayment of loans with local landlords, natural disasters like cyclone, floods, heavy rains are the major bottlenecks in expanding banking services in rural areas. Banks enjoy high credibility in public and people are ready to keep their savings in them and access banks for all their financial problems. Besides the existence of a host of schemes *Swabhiman* like *Kisan Credit Card*, and others, the Government of India launched its new ambitious program called *Pradhan Mantri Jan Dhan Yojana* (PMJDY) on August 28, 2014 which aims to grant access for the commonman to banking facilities to a secured financial well being.

METHODOLOGY

Marali Ba Mannige Program is a radio serial based on agriculture specially designed to motivate youth to change their perception of agriculture and to accept agriculture as an alternative profession on par with other vocations. This program was jointly produced by NABARD and Farm and Home unit of All India Radio, Mysore and was broadcast by 13 stations of AIR covering the entire state of Karnataka. The program, a 26 episode serial was broadcast over a period of 10 months starting from January 12th, 2014 which happened to be the National Youth Day and continued till October 5th, 2014 for 26 weeks. A sample of 50 listeners of *Marali Ba Mannige* program was selected for the

study on the basis of calls made by the people to the radio station. Their mobile or landline telephone numbers were tracked and was followed up with interviews by the field investigators. The sample consisted of listeners who participated in the interactive sessions with the resource persons of the radio program. These respondents are those who made calls to the radio stations by their mobile or landline numbers illustrating their interest in getting more information about the issues discussed in the program. A total of 2500 listeners called the radio station from different parts of Karnataka during 10 months period that saw the broadcast of 26 episodes of the specially designed radio serial. Wide publicity was given by all the stations of All India Radio through jingles informing the radio listeners about the special broadcast to increase listenership and interactivity. Jingles of 30 and 45 seconds were broadcast for about 8 times a day from December 15, 2013 to October 5th 2014 from AIR Mysore. State hook up jingles of 30 seconds were broadcast on every Saturdays and Sundays from 13 AIR stations of Karnataka. Stakeholders of program are All India Radio, Mysore, NABARD, University of Mysore Akashvani and

Department of Information and Public Relations of the Karnataka government.

Survey method was found most appropriate to conduct this type of study. Guided by the objectives of the study, a questionnaire or more appropriately an interview schedule was prepared consisting of both open ended and close ended questions. A representative sample of 50 listeners of *Marali Ba Mannige* program that was broadcast as part of the campaign was selected. The respondents were interviewed over telephone for data collection. All the respondents were asked identical questions and answers were recorded and transcript prepared.

Further, a phone line was opened post-broadcast for the public to voice their suggestions, opinions, feedback and questions. This automated call centre was set up to give modern technological intervention to make the program interactive. Since it involved setting up of telephone lines, the services of BSNL was utilized. BSNL set up the customized caller tune with usage instructions done by Akashvani free of cost. The NABARD VANI designed by the technical expert Shivanand M, consisted of a simple application on mobile phone with no operator assistance which can be used 24X7. This application was made accessible to landline phones, normal phones and smart phones. The set up had pre-recorded 14 seconds usage instructions which were played as caller

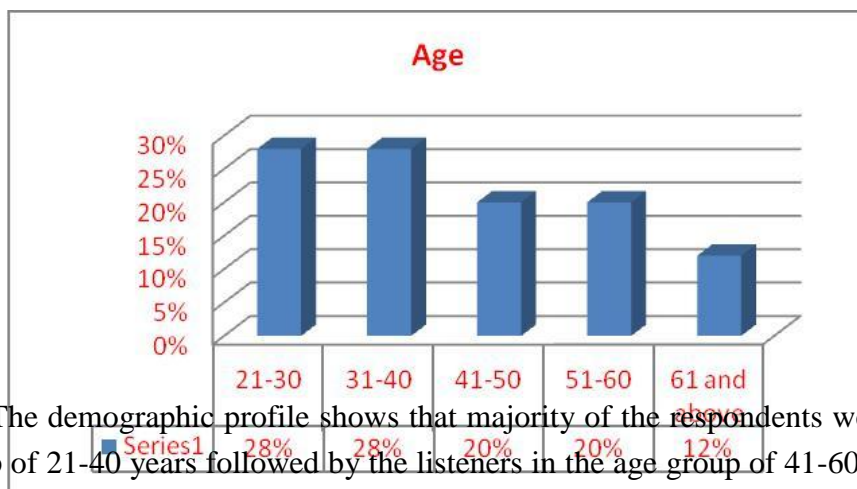
Media Intervention in Agriculture – Analysis of *Marali Baa Mannige*, An Agricultural Serialized Radio Program

tune. After 14 seconds phone will automatically go to recording mode and records the voice of the caller which will be saved with caller's mobile number, date and time. It worked like an external or third ear for *Marali ba Mannige* program. Two basic technical concepts implemented were auto answering and recording the caller's voice. All the calls were recorded and saved in WAV (Waveform Audio File) format which is compatible with audio format used by

ANALYSIS AND INTERPRETATION OF DATA Demographic Profile

Age

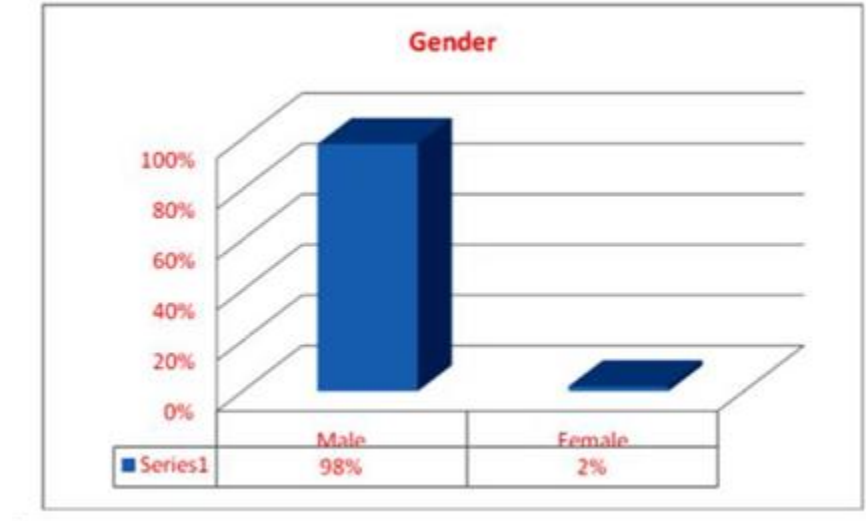
Graph 1



The demographic profile shows that majority of the respondents were young in the age group of 21-40 years followed by the listeners in the age group of 41-60 years. 12 percent of the respondents were 61 and above.

Gender

Graph 2

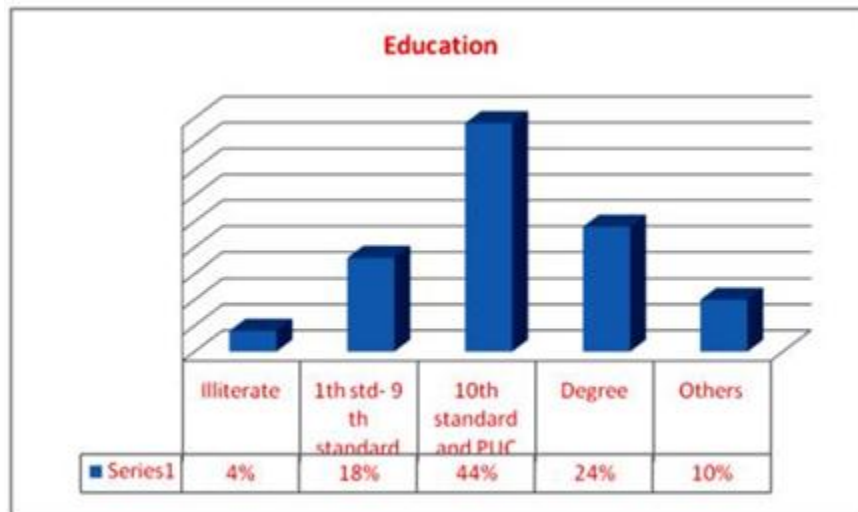


Overwhelming percentage of respondents consist of males establishing that more men listen to agriculture based radio programs than women. Hence the perception that agriculture is male dominated is proved in media listenership.

Education

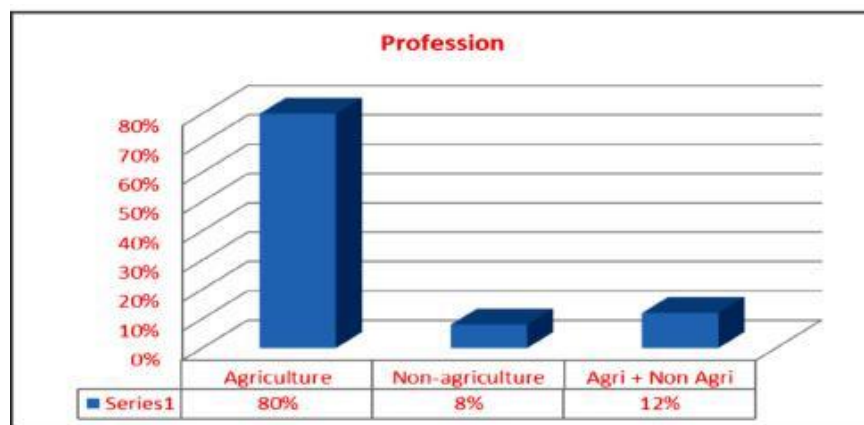
The level of education of listeners reveals that 44% of them have education upto 10th standard and PUC, whereas 24% of them are graduates followed by 18% who have school education upto 9th standard. It is noteworthy that today graduates have come back to agriculture hoping for financial well being changing the profile of a farmer. 4% of listenership consisted of illiterate farmers besides educated ones. The demography of farming community has changed points out the study.

Graph 3



Profession

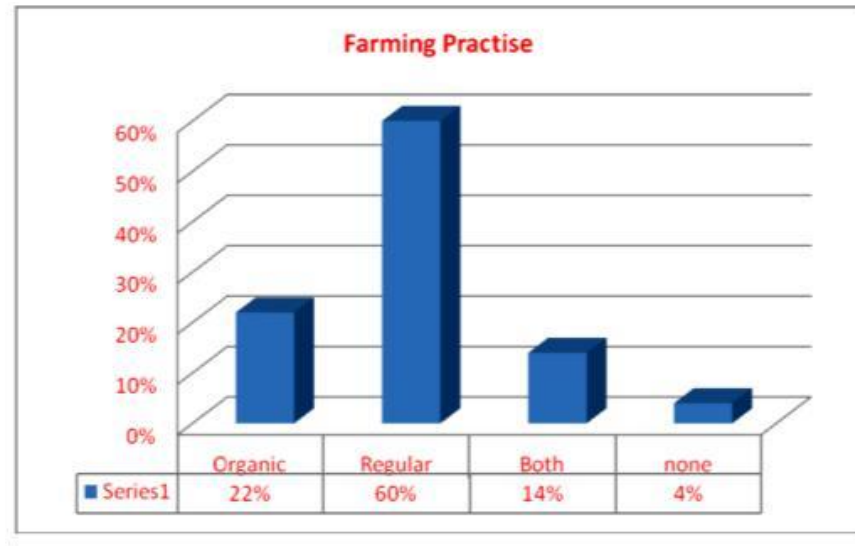
Graph 4



Overwhelming percentage of respondents practise agriculture as a profession and they constitute loyal listeners of radio farm programs. Interestingly, those who are in non agriculture profession also listen to agriculture programs for knowledge and information as well.

Farming Practise

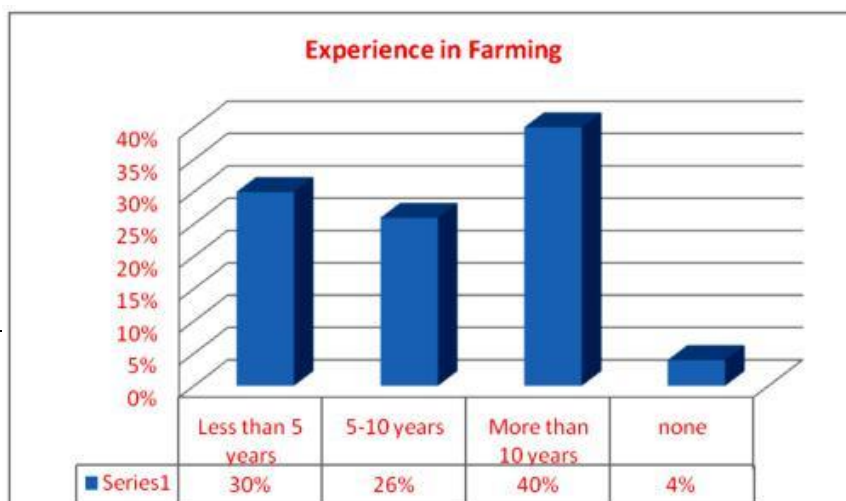
Graph 5



Among the farmers who did listen to this program, it was found that 60 percent of them practise regular agriculture meaning fertiliser based farming, whereas 22 percent are progressive farmers practising organic farming. Interestingly 14 percent of farmers practise both regular and organic farming illustrating the paradigm shift in farming. Farmers are open to new ideas and are embracing eco friendly practices and integrating indigenous knowledge. Indigenous knowledge was relegated to the background in 20th century due to misconceived notions about development but 21st century saw the resurgence of local knowledge to its pristine glory. The study endorses the fact that farmers are proactive enough to distinguish between good and bad practices in agriculture.

Experience in Farming

Graph 6

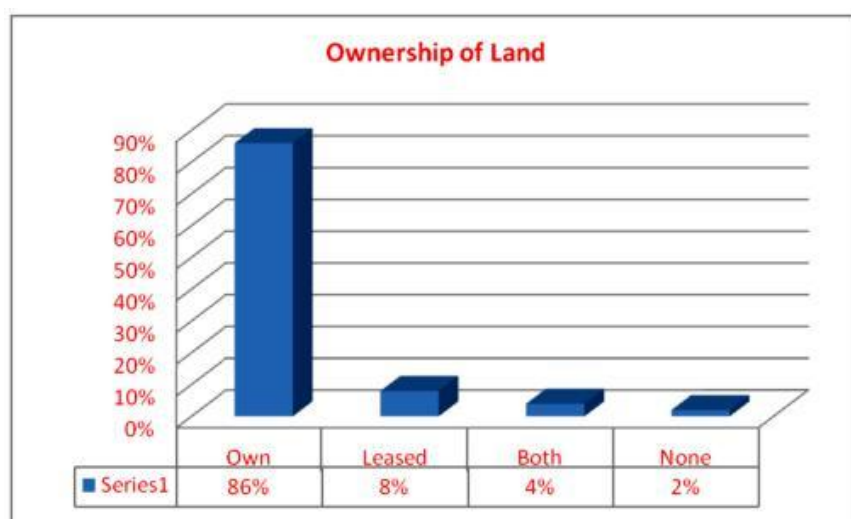


Media Intervention in Agriculture – Analysis of *Marali Baa Mannige*, An Agricultural Serialized Radio Program

As far as experience is concerned over 66 percent have been into farming for 5-10 years and above whereas 30 percent have less than 5 years of experience and 4 percent do not have any experience in farming illustrating that a high percentage listen to such programs out of personal and professional interest as well.

Land Ownership

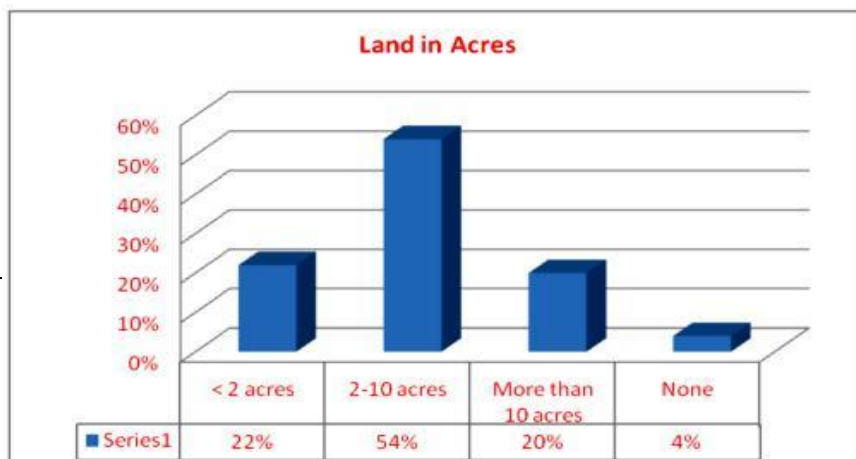
Graph 7



It is evident that 86 percent of the respondents are farmers who own land and 8 percent work on leased land. A low percentage of listeners (4 percent) are small farmers farm labourers.

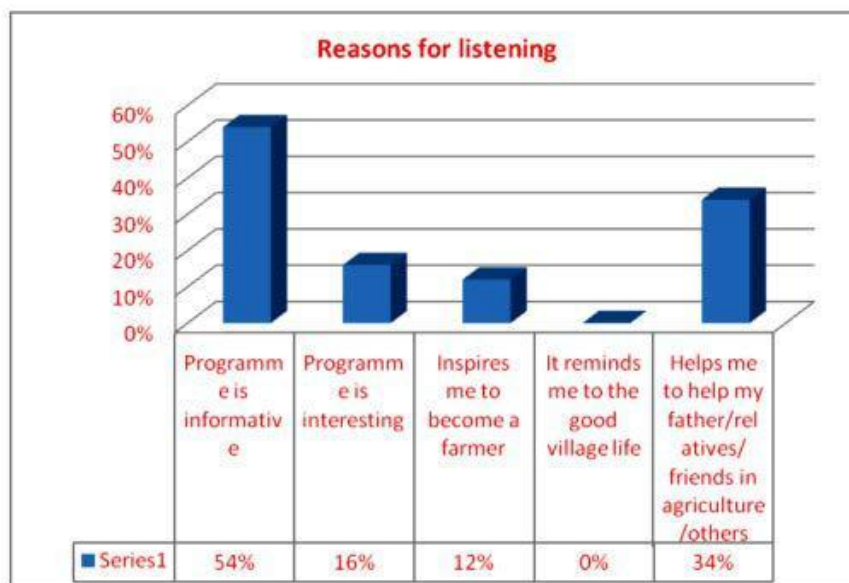
Majority of the respondents own land and over 54 percent own anything between 2-10 acres and 22 percent own less than 2 acres denoting that the program is reaching the stakeholders who are in need of variety of agri information.

Graph 8



Purpose of listening *Marali Ba Mannige* Program

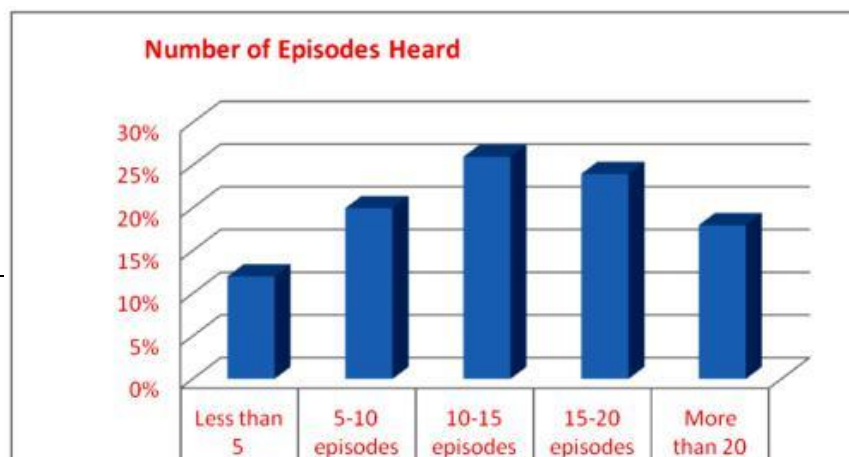
Graph 9



The study shows that majority of them (54 percent) listen to *Marali Ba Mannige* program as it is informative whereas 34 percent admit that they have shared the information with others to help agriculture practises and 16 percent find the program interesting. The program has inspired 12 percent of respondents who wanted to change to other professions due to frustration, problems and crisis in farming. They thank radio programs for helping them decide to stay back in farming instead of deserting it for other alternative vocations.

Frequency of Listening *Marali Ba Mannige* Programs

Graph 10

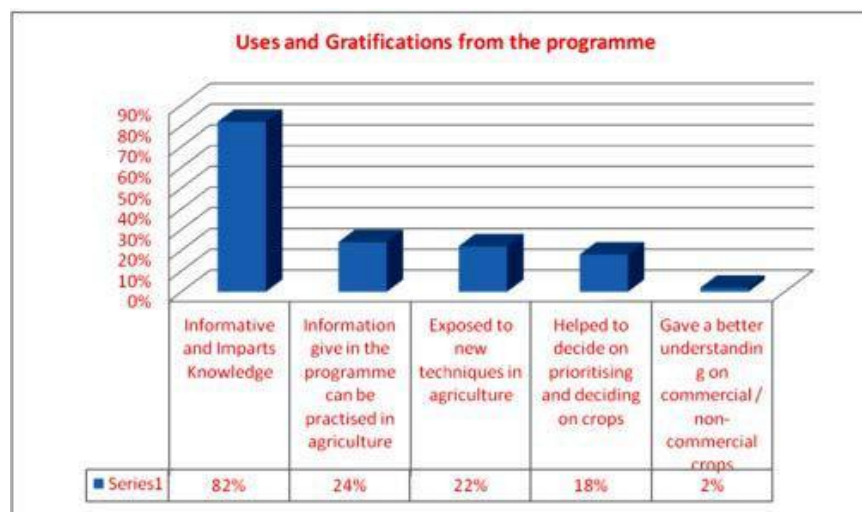


“*Marali Ba Mannige*” the serialised radio program consisted of 26 episodes, broadcast over 26 weeks in a span of 10 months. The frequency of listening shows that not all respondents listened to all the episodes. However 18 percent are found to be regular listeners who have listened to more than 20 episodes whereas 26 percent of them have heard 10-15 episodes and 24 percent have listened to 15-20 episodes. 20 percent have listened to 5-10 episodes and 12 percent are casual listeners with less than 5 episodes.

Uses and Gratifications of *Marali Ba Mannige*

Why do people listen to radio farm program like *Marali Ba Mannige*? The study shows that an overwhelmingly 82 percent of listeners have opined that the program is highly informative and imparts knowledge. Interestingly, 24 percent have adopted the information provided in the program and 22 percent have got exposure to new techniques in agriculture. The program has also helped 18 percent with additional information related to priority in crop cultivation. 2% have gained understanding about different type of crops. The findings reiterate that the program has served the specific purpose for which it was designed to a great extent.

Graph 11

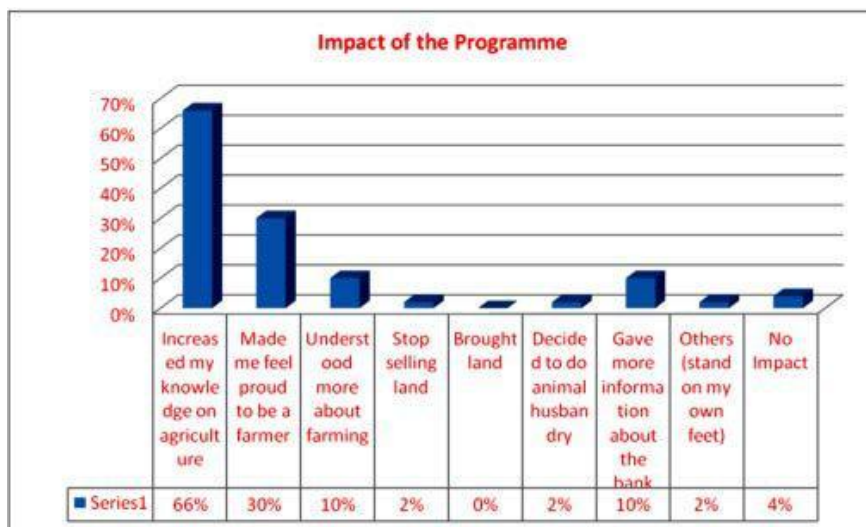


Impact of the Program

Media Intervention in Agriculture – Analysis of *Marali Baa Mannige*, An Agricultural Serialized Radio Program

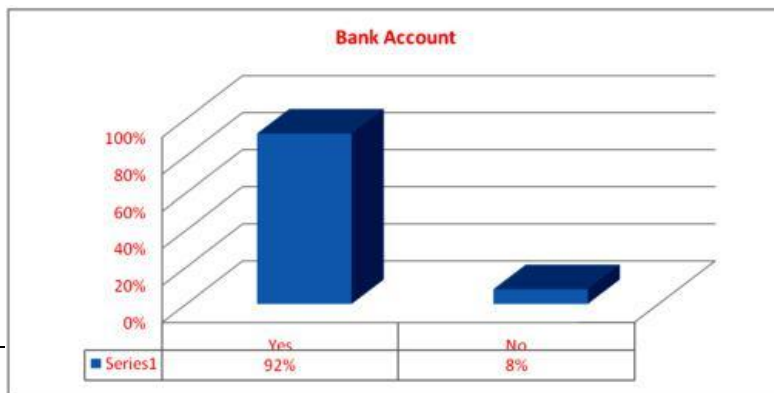
The analysis shows that the program has created awareness about agriculture practises with about 66 percent of listeners gaining knowledge. It has also helped in changing the perception of the farmer as 30 percent of them have admitted that the program has made them proud to be a farmer. There is no inferiority complex or looking down upon a farmer as the listeners feel very proud of their profession and want to be farmers for ever. The listeners attribute this change of heart to sustained campaign by Mysore *Akashvani* radio. 10 percent have gained information about banks as the program emphasised on issues like financial literacy and financial inclusion.

Graph 12



Bank Account

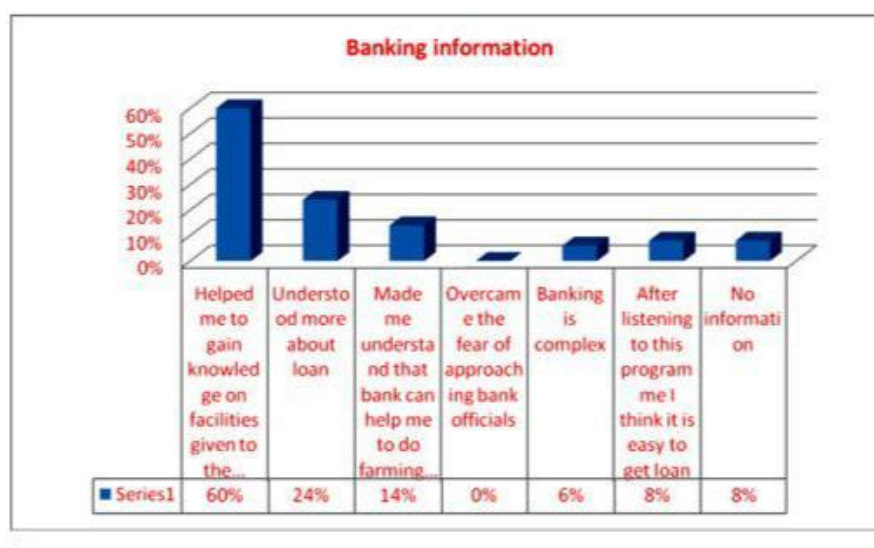
Graph 13



It is gratifying to note that 92 percent of the listeners have bank account denoting the impact of Government campaigns in motivating farmers on financial inclusion. It is obvious that most of the farmers are aware of the role of banks in agriculture as they heavily depend on loans and other government schemes to sustain farming.

Dissemination of Banking Information

Graph 14

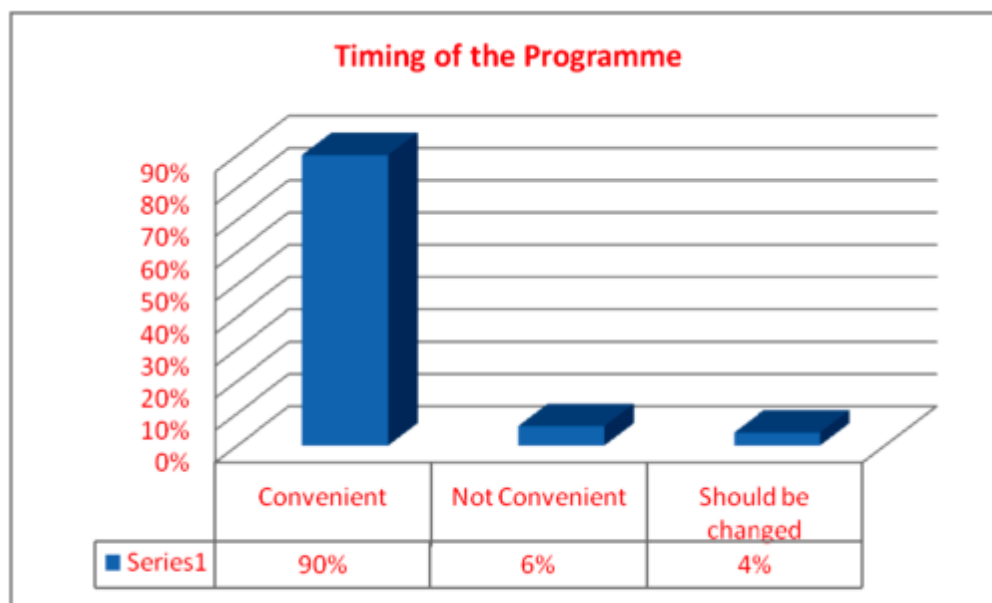


Since one of the aims of *Marali Ba Mannige* is to sensitise farmers about financial literacy it is important to understand how listeners benefitted from the banking information given by the experts in the program. The analysis shows that 60 percent have gained knowledge about the benefits of banking and 24 percent have understood about loans which is the fundamental intervention in agriculture. About 14 percent have also realised the importance of banking in agriculture and 8 percent have understood the process of getting loan and have felt that the program has made them realize that it is easy and secure to get a loan than getting exploited by local money lenders.

Convenience of the Broadcasting Time Farmer's programs are broadcast in the evening to help the listeners in rural areas. *Marali Ba Mannige* therefore was slotted in agriculture program to reach the target audience. Further it was broadcast on Sundays throughout the entire Karnataka

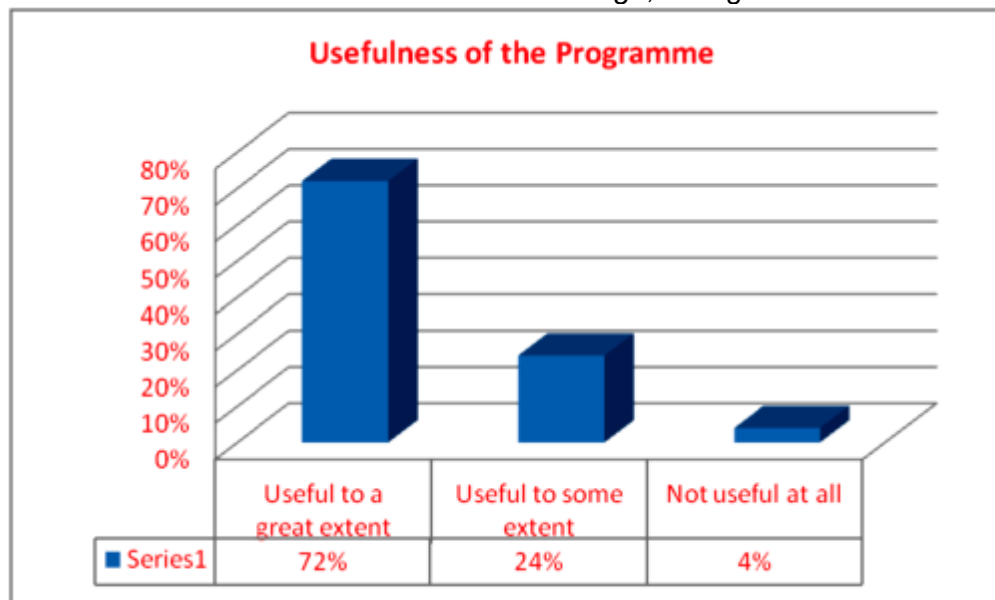
Media Intervention in Agriculture – Analysis of *Marali Baa Mannige*, An Agricultural Serialized Radio Program state network of AIR to have maximum reach. The response shows that 90 percent feel that the broadcast time is convenient reiterating the policy of public radio stations in India to broadcast agriculture programs in the evenings. This is an important finding as oldest programs like *Krishi Ranga* at the state level and Farm and Home programs at national level continues to be slotted in the evenings which is the appropriate time for farming community.

Graph 15



Extent of Usefulness of *Marali Ba Mannige*

Graph 16

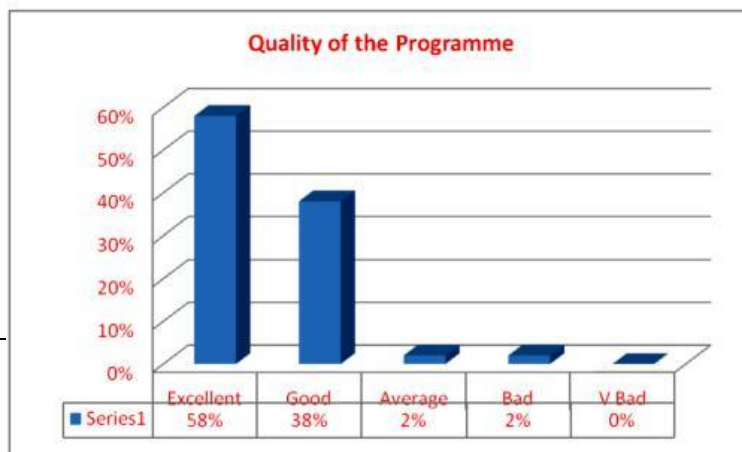


The study shows that a majority of listeners (72 percent) have found the program *Marali Ba Mannige* useful to a great extent whereas 24 percent have opined that it was useful to some extent establishing the fact that the degree of usefulness of the program is very high.

Quality of the Program “*Marali Ba Mannige*”

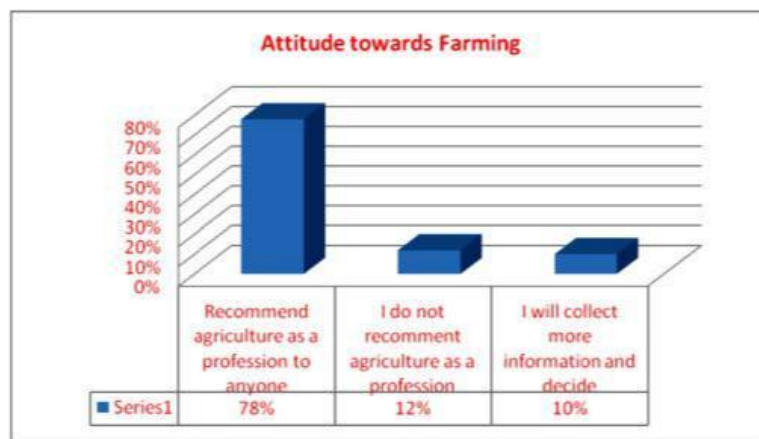
Quality of the Radio programs in general and Public Service Broadcaster in particular is an issue with experts and critics. In the age of popularity of private radio, 58 percent have rated *Marali Ba Mannige* program’s quality as 'Excellent' whereas 38 percent have rated it as 'Good' illustrating that overwhelming majority have rated the quality of a non-music, non-commercial and non-entertainment program as high.

Graph 17



Attitudinal Change

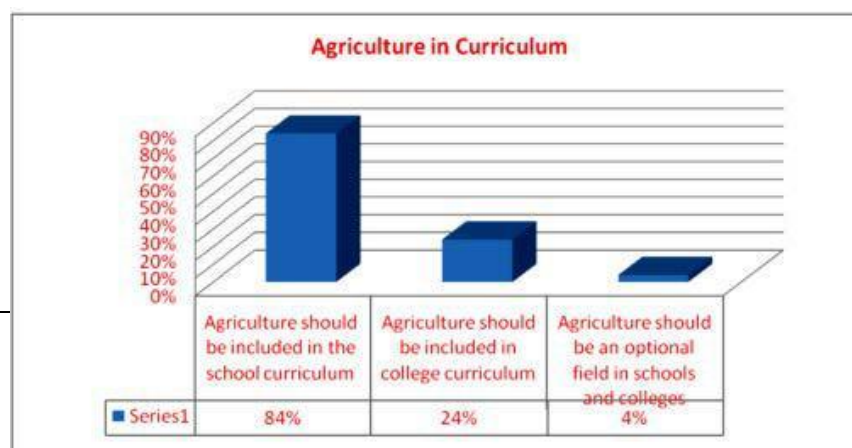
Graph 18



Special interest programs make an effort to change the attitude of the target audience through media intervention. Attitudinal change is difficult to accomplish in radio programs but sustained listeners prompt communicators to design program content of high quality to bring about desired changes. About 78 percent of listeners have said that they recommend agriculture as a profession to others denoting the extent of impact on the listeners. The attitude change is a measure in this study that shows the stakeholders taking a decision in favour of agriculture.

Agriculture in Curriculum

Graph 19



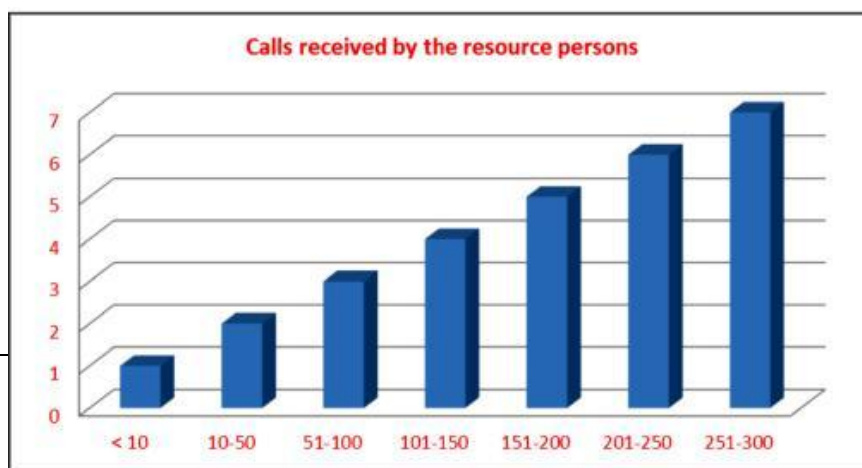
On the question of how can youth be included and educated in the agriculture profession, 84 percent have said that agriculture should be included as a subject in the school curriculum so that the children get exposure right from the childhood. About 24 percent have said that it should be included in the college curriculum but 4 percent opined that it should be an optional subject and should not be forced upon.

Calls received by the Resource Persons

Marali Ba Mannige was an interactive program which provided phone-in facility to listeners. A facility called *NABARD VANI* gave a toll free number with pre recorded message for the benefit of the callers. Each program gave the mobile number of the resource persons or experts who participated in the radio programs. All these calls were monitored to understand the level of interactivity generated by this program. The *NABARD VANI* analysis of calls reveal that a total of 250 calls were made by listeners to *NABARD VANI* during 26 weeks consisting of 26 episodes denoting an average of 9.61 calls per program.

The resource persons consisting of farmers and Bank officials also interacted with the listeners. Their phone numbers both mobile and land lines were made available at the end of every program. A total of 2500 calls were received by the resource persons during the

Graph 20



of broadcast. There were 52 bank officials and successful farmers as resource persons who interacted with the listeners and they generated 2500 calls meaning an average of 48.07 calls per resource person.

The effectiveness of the program is revealed by the response it generated during the broadcast. The analysis shows that the highest number of calls made to the resource person is 280 followed by 210, 200, 150 and 100 calls establishing the high level of participation by the listeners. Resource persons were flooded with high percentage of calls illustrating the level of usefulness of the program to the beneficiaries.

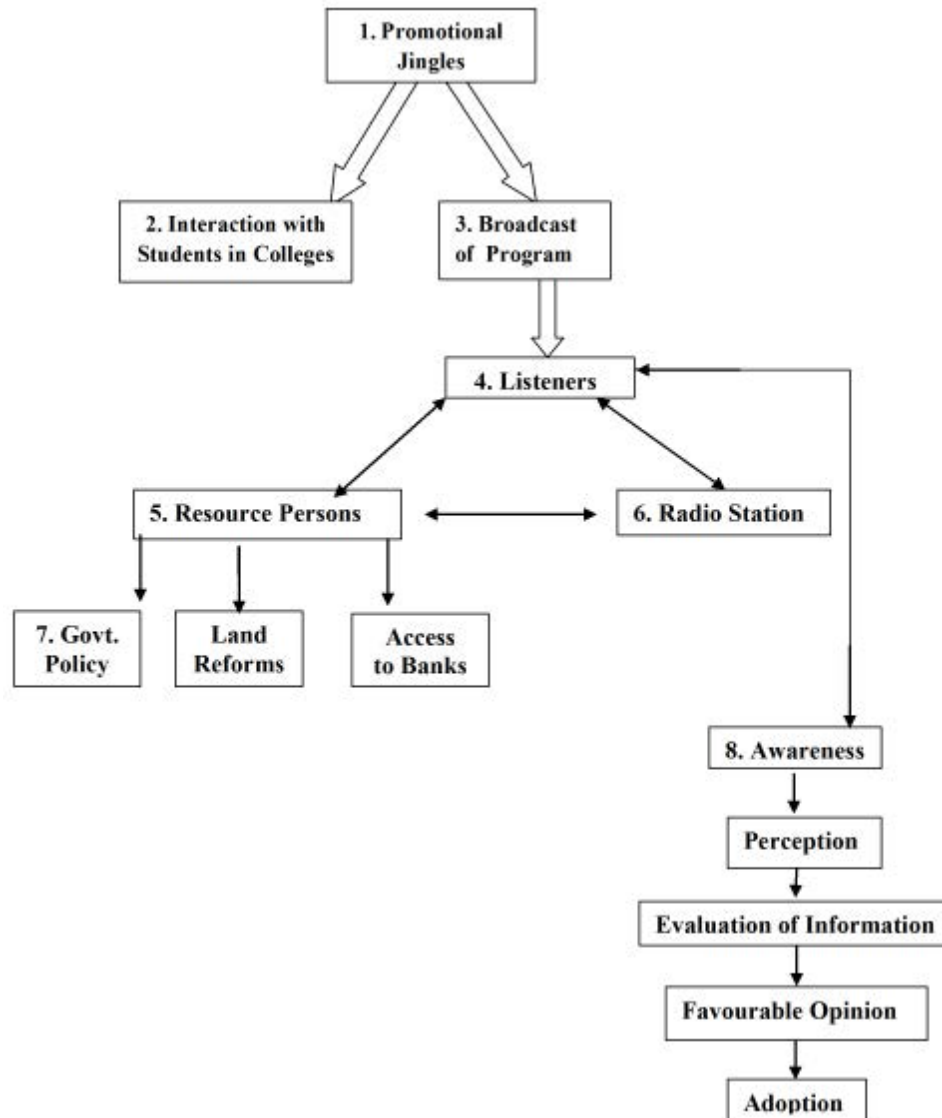
The qualitative analysis of calls reveals that listeners exhibited the following activities during the broadcast of the program.

- ☐ Collective listening by Farmers
- ☐ Listening program with pen and paper in hand for note taking
- ☐ Post broadcast discussion of the content and interaction with the resource persons
- ☐ Recording the program in the mobile in order to hear it again to understand the contents better
- ☐ Post broadcast visit to the farms cited in the Programs
- ☐ Adoption of new techniques in farming by shifting from single crop to multiple crop

- ☐ Easy access to bank officers over mobile phones by the farmers in remote areas.
- ☐ Increase in the level of optimism towards agriculture.

**Fig: *Communication Model Illustrating the Process of
Marali Ba Mannige Radio Program***

Media Intervention in Agriculture – Analysis
 of *Marali Baa Mannige*, An Agricultural Serialized Radio Program



1. **Promotional Jingles:** Promotional jingles were broadcast preceding and following the program.

2. **Interaction with college students:** Radio station conducted quiz, talk shows, dialogues and discussions with students in their college premises before and during the period of the broadcast.

3. **Broadcast of programs:** 26 Episodes of *Marali Ba Mannige* was broadcast by all the stations of AIR in the State of Karnataka for 26 weeks in the evenings.

4. **Listeners:** Farmers and non farmers who listened to *Marali Ba Mannige* and some of them called radio stations and resource persons from their mobile phones and landline phones to get more information.
5. **Resource persons:** Listeners called resource persons from mobile and landline phones immediately after the broadcast and even after few days/weeks after the broadcasts. There were multiple calls made to the resource persons from the same listener.
6. **Radio station:** Radio station provided automatic pre recorded phone-in facility that recorded all the calls and gave instructions to the callers.
7. **Government Policy, Land reforms and Access to Banks:** Resource persons consisting of government officers created facilities in banks, government offices and agriculture departments to help farmers get facilities. Information is linked to change in facilities, reforms and other infrastructure created for farmers. Farmers could personally verify the information broadcast in the radio. Information is correlated with the efforts made to create facilities available to the stakeholders.
8. **Awareness, Perception, Evaluation of Information, Favourable Opinion and Adoption:** This is a process of communication. It depends on all the above Item Nos from 1-7 with item number 7 being instrumental in motivating the farmers to adopt the message.

CONCLUSION

Marali Ba Mannige is a media initiative with a dual purpose.

Firstly, it reiterates its connectivity with farmers and secondly it aims to bridge the gap between youth and agriculture. The campaign assumes importance because the program was broadcast in mainstream media like *Akashvani*- the public broadcaster of India which perhaps has the world's largest network of radio stations with 98.9 percent reach and access. No private radio network in India can give the connectivity that *Akashvani* is capable of giving as the latter is also available in digital mode and its stations are in FM format that has improved the overall technical quality of the broadcast. In the age of private radio being driven by market forces, public radio assumes importance as it functions with a social agenda. *Marali Ba Mannige* is a relatively new movement born out of the

expressed needs to bond with the youth and to sensitize them to adopt agriculture for employability. The program that was run like a campaign was multifaceted with a novel way of treatment of concept and use of technology to make it more interactive facilitating one-to-one dialogue with the listeners and converting radio into an ideal platform for debate, dialogue and discussion on agricultural and financial literacy. *Marali Ba Mannige* got the identity of voice of the farmer rather than that of public broadcaster there by winning the credibility in the process. The fact that the program generated 2500 calls shows that a noncommercial, non-music and non-film based program can capture the imagination of the people in making life changing decisions. The analysis of behavioural pattern shows collective listening among youth and post broadcast discussion establishing the high level participation. The findings show that the broadcasts have succeeded in connecting with the listeners as it devised a multipronged nonlinear approach in reaching the youth. The live face to face interaction with college students in their college premises preceding radio broadcasts is a good initiative that paved way for effective communication. The study shows that the program has been designed according to the needs and priorities of the stakeholders and therefore succeeds in establishing connectivity with the masses. Here is one more example that shows how agriculture or farm radio programs should be designed and produced to accomplish the desired deliverables.

References

1. Beyuo Alfred Naamwintome and Ernest Bagson, (2013) Youth in agriculture: Prospects and challenges in the Sissala area of Ghana , Net Journal of Agricultural Science, Vol. 1(2), pp. 60-68, May 2013
2. Emmanuel Adekoya Adegbeniga & Olabode Badiru Idris, Listenership of Radio Agricultural Broadcasts in Southwestern Nigeria, Applied Environmental Education and Communication, Vol 11, Issue 3-4, 2012.
3. Frick, M. J., Kahler, A.A., & Miller, W. W. (1991). A definition and the concepts of agricultural literacy. Journal of Agricultural Education, 32(2), 49-57.
4. Kakade, Onkargouda, (2013), Credibility of Radio Programs in the Dissemination of Agricultural Information: A Case Study of Air Dharwad, Karnataka, IOSR Journal Of Humanities And Social Science Volume 12, Issue 3 (May. - Jun. 2013), PP 18-22 e-ISSN: 2279-0837, p-ISSN: 2279- 0845| Page 18-22

5. Lahiri, Biswajit ., Mukhopadhyay, Siddharthe D.,(2012), Content Analysis of Farm Information communicated through selected Radio Program, Indian Res. J. Ext. Edu. 12 (1), January, 2012, P-29-35
6. Meena B.S (2010), Communication Sources Credibility and Utilization Pattern among Farmers?, Raj. J. Extn. Edu. 17 & 18: 40-43.
7. Moussa Bokar, Otto Miriam, Fulton Joan and DeBoer James Lowenberg, Effectiveness of Alternative Extension Methods through Radio Broadcasting in West Africa, The Journal of Agricultural Education and Extension, Vol 17, Issue 4, 2011.
8. Odiaka E.C., Contribution of Farm Radio Broadcasts to Yam Output in Benue State, Nigeria, Journal of Agricultural and Food Information, Vol 12, Issue 3-4, 2011.
9. Purushothaman C, Kavaskar M, Reddy YA and Kanagasabapathi K, (2003) International Conference on Communication for Development in the Information Age: Extending the Benefits of Technology for All. 07-09 January 2003
10. Sharma, Amrita (2007), The Changing Agricultural Demography Of India: Evidence From A Rural Youth Perception Survey? International Journal of Rural Management, 3(1), 2007: 27–41, SAGE Publications Los Angeles/ London/New Delhi/Singapore, DOI: 10.1177/097300520700300102
11. Thomas, Jomi (2010), 'Arm Programs of electronic media-A comparative study of Audience perception in Kerala'. Cochin University.

ANNEXURE-1

List of Resource Persons Participated in Radio Program *Marali*

Ba Mannige

<i>Sl. No.</i>	<i>Date</i>	<i>Resource person from Bank</i>	<i>Resource Person -Farmer</i>
1	12-01-2014	H Bharathkumar	N R Surendra
2	19-01-2014	Shivananda S R	Shivarudra swamy N M
3	02-02-2014	Satish C Ballal	M N Tejas
4	09-02-2014	P.G.Harsha Vardhan	Basavaraj Eraish Mathapathi
5	16-02-2014	C. Krishana	K B Prathibha
6	23-02-2014	M S Basavesha	Gadigayya Shekaiah Hiremath
7	02-03-2014	Dr. L H Manjunath	Nagaraj Nayak
8	16-03-2014	Suryakantha R Ganga	R S Pateel
9	13-04-2014	D T Pai	K Nagaraj
10	27-04-2014	M G Bhat	G T Suresh
11	05-05-2014	N Narayana raju	S A Krishnaiah
12	12-05-2014	A B.Chandrashekar	A H Chennegowda
13	18-05-2014	Dr. S T Ramachandra	Ningonda Golappa Sinddagi
14	25-05-2014	Nagaraj udupa	K G Basavanagowda
15	01-06-2014	J S Veerabhadran	K Somashekar
16	08-09-2014	H S Sateesh	Shivakumara Pateel
17	15-06-2014	A K Narayanamurthy	Ajjappa Hanumantha Kulagod
18	22-06-2014	Venkatesh Keelkar	Narandra Dutta Kollur
19	29-06-2014	S L Yogesh	Zakir Hussain Modin saab Harogera
20	06-07-2014	B Subramanya Prabhu	K C Jyothi
21	24-08-2014	M P Jagadish Murthy	Siddanagowda Patil
22	31-08-2014	M S Raghavendra	Drakhnyani Rajashekar Nimbaragi
23	14-09-2014	Janadhanaiah	Balachandra Hegde saimane
24	21-09-2014	B R Praveen Kumar	Ravi Kantappa Shambu
25	28-09-2014	Anuradha Narahari	B R Virupaksha

Media Intervention in Agriculture – Analysis
of *Marali Baa Mannige*, An Agricultural Serialized Radio Program

26	05-10-2024	Bennuru Saranabassapa	H S Dayananda
----	------------	-----------------------	---------------

ANNEXURE-2

List of Colleges Participated in *Marali Ba Mannige Radio Program*

Sl. No.	Name of the College	Taluk & District	Resource person from Bank	Resource Person -Farmer	No. of Students Participated
1	Bharathi College, Bharathi Nagar- 24/01/2014	Maddur Taluk, Mandya District	Ramanuja D.T. Retd Manager, Syndicate Bank	A.V. Sadashivaiah K.V. Veena, Kunamuddana halli Ramanagara Tq. & Dist.	400
2	Government College 28/01/2014	Mandya	Dr. Manjunath L.H. Executive Director SDRDP	A R Vishwanath Annekatte, Tumkur Taluk & District	140
3	Government First Grade College- 05/02/2014	K R Pet, Mandya District	Gurumurthy K. Retd General Manager, Kaveri Grameena Bank	Somesha B. Gramadevatepura, Malavalli Taluk	140
4	Government First Grade College- 10/02/2014	KR Nagara Mysore District	Krishna Murthy H S Senior Manager, Syndicate Bank	Siddanagowda D. Patil Hubli	160
5	Government First Grade College- 13/02/2014	Nagamangala, Mandya District	Siddesh S.G. Retd. CGM, NABARD	Lokesh, Taranigere, Mandya District	120
6	Sri D Devarajurs First Grade college- 17/02/2014	Hunsur, Mysore District	Chinnappa M.B. Rt. Chief Manager, SBM	Krishnaiah S.A. Sangapura Grama, Tumkur Taluk & District	180
7	Government Jilla Margadarshi First Grade College Bank- 20/02/2014	Gundlupet, BasavanaChamarajan, Sindagi, ar District	1. Lakshakumar, LDM 2. Basavarajappa, Manager, SBM, Gundlupet	Ningunda Golappa, Ukkali, Bagevade, Taluk HQ, Bijapura District	160
8	Government First Grade College- 25/02/2014	Chamarajanagar	1. L Jayashankar, Manager, Syndicate Bank, Chamarajanagar 2. S R Veerakumar, Kaveri Grameena Bank Mysore	Basavana Gowda K.G. Bagavadi, Davanagere District	170
9	Sri YM Mallikarjunaswamy Government first grade College- 05/03/2014	Yelundur, Chamarajanagar District	1. K Ramachandraiah, Manager, Canara Bank 2. M Mahadevappa, Manager, Kaveri Grameena Bank	Ajjappa Hanumantha Kulgodu, Sunnada, Ramadurga Taluk, Belgaum	250
10	Sri Mahadeshwara First Grade College- 12/03/2014	Kollegal, Chamarajanagar District	1. P R Ravikanth, Manager, Canara Bank 2. Laksha Kumar, LDM, Margadarshi Bank, Chamarajanagar	Dayananda Sajjan, Kudligi, Bellary	150
11	Government First Grade College- 19/03/2014	T-Narasipur, Mysore District rasipur	1.M.R. Hanumantharaya, Manager, Corporation Bank, Gulbarga T-Na District	1.Narendra Dutta D.Kollur Devalgansapura, 2. Sadananda M. Mysore	150

N.Usha Rani
Gayathri R
M.K. Venugopala Gowda
Kiran Babu

Media Intervention in Agriculture – Analysis
of *Marali Baa Mannige*, An Agricultural Serialized Radio Program

12	Government First Grade College- 26/03/2014	Nanjunagud Mysore District	Subramanya B Director, Cooperative Bank, Bidar	Ravi Kantappa Shumbo, Kangan kote, Bidar District	180
----	--	-------------------------------	--	---	-----